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11/3,K/1 (Item 1 from file: 347)  
DIALOG(R)File 347: JAPIO  
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07795553 \*\*Image available\*\*

**SERVER, CM PROGRAM OUTPUT UNIT, AND METHOD OF DISTRIBUTING  
ADVERTISEMENT**

**Pub. No.:** 2003-289520 [JP 2003289520 A ]

**Published:** October 10, 2003 (**20031010**)

**Inventor:** MAKAJI SHIGENORI

FUKUDA AKIKO

OSHIMA KAZUYOSHI

ONO TSUTOMU

MITA TORAFUMI

**Applicant:** TOPPAN PRINTING CO LTD

**Application No.:** 2002-089751 [JP 200289751]

**Filed:** March 27, 2002 (20020327) ...

**Published:** **20031010**)

**ABSTRACT**

...receiving user information including the information on the liking of the user transmitted from the **STB 3**, the server 1 selects CM data added with the attribute information matching to the user **information** and **transmits** the selected CM **data** to the **STB 3**. The **STB 3** stores the received CM data and outputs the stored data as the CM program... ...server 1 receives the states of the user to watch the CM program from the **STB 3** and converts the watching states into a point. In addition, the server 1 pays the **watching** reward paid from the **advertiser** of the CM program **watched** by the user to the user in accordance with the converted point.

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DIALOG(R)File 350: Derwent WPIX  
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0017995726 *Drawing available*  
WPI Acc no: 2008-J16045/200852  
Related WPI Acc No: 2002-556778  
XRPX Acc No: N2008-655741

**Promotional content e.g. movie, stream delivery method for cable TV viewer, involves sensing cue tone signal in broadcast channel, and sending trigger to cause set top box to switch to media channel indicated by another trigger**

Patent Assignee: FAGNANI M (FAGN-I); KANOJIA C (KANO-I); SWARTZ T (SWAR-I); WETZEL D (WETZ-I)

Inventor: FAGNANI M; KANOJIA C; SWARTZ T; WETZEL D

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20080172690	A1	20080717	US 2000253350	P	20001128	200852	B
			US 20013079	A	20011102		
			US 2007820286	A	20070619		

Priority Applications (no., kind, date): US 2000253350 P 20001128; US 20013079 A 20011102; US 2007820286 A 20070619

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20080172690	A1	EN	8	2	Related to Provisional	US 2000253350
					Continuation of application	US 20013079
					Continuation of patent	US 7237250

**...TV viewer, involves sensing cue tone signal in broadcast channel, and sending trigger to cause set top box to switch to media channel indicated by another trigger**  
**Alerting Abstract** ...a streaming media server to be played on a streaming media channel for a particular **set-top box (STB)** (410), where the media server is located at a cable network head end. A trigger is sent to the particular **STB** indicating a streaming media channel number. A commercial cue tone signal is sensed in a broadcast channel being watched at the **STB**, where the tone signal indicates an upcoming start of commercial

segment. Another trigger is sent to cause the **STB** to switch to the streaming media channel indicated by the former trigger. ...ADVANTAGE - The method effectively delivers promotional content to selected **set-top** boxes in a cable TV network by making use of idle video-on-demand channel... ...410 **Set-top** box Original Publication Data by AuthorityArgentina**Publication No. ...Original Abstracts:**and/or other streaming media channel capacity is used to deliver promotional content to selected **set-top** boxes (**STBs**) in a cable television network. Commercial segment cues are used to instruct a **set-top** box to switch away from a broadcast program to the streaming media channel during a... ... distributed such as a targeted promotion item (e.g., a commercial), and a list of **STBs** that are to receive it. The promotion server causes the video promotion content to be... ... delivers schedule messages to head end message servers which identify each promotion asset, and an **STB** which is to receive it. The head end message server notifies its associated VOD/streaming... ... is inserted into the broadcast stream at the head end. This asset trigger contains general **information** concerning the asset to be **sent**, and an idle VOD/streaming media channel number. The **STB** receives the asset trigger and readies itself to tune to the VOD/streaming media channel... ... the broadcast channel, the head end message server sends a tune away trigger to the **STB**, and also instructs the VOD/streaming media server to start playing the cued promotion. When the **STB** receives a tune away trigger, it switches from the broadcast channel being played to the... **Claims:**What is claimed is:1. In a cable television network system that connects **set-top** boxes (**STBs**) to receive broadcast program content from cable network head end distribution points, a method for... ... a streaming media server to be played on a streaming media channel for a particular **STB**, the streaming media server located at a cable network head end;sending a first trigger to the particular **STB** indicating the streaming media channel number, but which does not cause the **STB** to yet switch to the streaming media channel;sensing a commercial cue tone signal in a broadcast channel being **watched** at the **STB**, the **commercial** cue tone indicating an upcoming start of commercial segment; sending a second trigger to cause the **STB** to switch to the streaming media channel indicated by the first trigger; andbeginning playback... ... Basic Derwent Week: 200852...

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11/3,K/5 (Item 2 from file: 350)

DIALOG(R)File 350: Derwent WPIX

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0015156691 *Drawing available*

WPI Acc no: 2005-506271/200551

XRPX Acc No: N2005-413279

**Advertisement data subscribing method in advertising and content delivery system, involves sending advertisement data selected from aggregated advertisement data, to desired receiving devices at desired times and/or time intervals**

Patent Assignee: GOYAL S (GOYA-I)

Inventor: GOYAL S

Patent Family ( 1 patents, 106 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2005059676	A2	20050630	WO 2004IN388	A	20041213	200551	B

Priority Applications (no., kind, date): US 2003530305 P 20031216

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
WO 2005059676	A2	EN	57	16	
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW				
Regional Designated States,Original	AT BE BG BW CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IS IT KE LS LT LU MC MW MZ NA NL OA PL PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW				

**Advertisement data subscribing method in advertising and content delivery system, involves sending advertisement data selected from aggregated advertisement data, to desired receiving devices at desired times and/or time... Alerting Abstract ...**to the request received at the remote servers from a communication device. The selected advertisement **data** is **send** from the remote servers to one or more desired receiving devices at desired times and... .. phones, personal digital assistant (PDA), telephone, watch, PalmPilot, cellular phone, 2-way pager and TV **set-top** box for provision along

with content e.g. stocks, sports, financial information, multi-player game... ... and news to receiving device e.g. public switched telephone network (PSTN) telephone, computer, TV **set-top** box, telephone, cellular phone, PDA, personal computer, **watch** and cordless telephone in **advertising** and content delivery system...

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11/3,K/6 (Item 3 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
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0014118450 *Drawing available*  
WPI Acc no: 2004-302903/200428  
XRPX Acc No: N2004-241034

**Viewer's presence detection method in home entertainment system, involves combining detected event with advertising content derived from program guide and judging viewer's presence based on viewer initiated events**

Patent Assignee: WEBTV NETWORKS INC (WEBT-N)

Inventor: KILLIANEY M A; OZER S; PARK T F; ZIGMOND D J

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6708335	B1	20040316	US 1999376631	A	19990818	200428	B

Priority Applications (no., kind, date): US 1999376631 A 19990818

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 6708335	B1	EN	15	5	

**Original Titles:**Tracking viewing behavior of **advertisements** on a home entertainment system **Alerting Abstract** ...detecting viewer's presence during advertisement display in home entertainment system formed by internet/satellite **set top** box, TV, personal computer and other devices... Original Publication Data by AuthorityArgentina**Publication No. Original Abstracts:**Systems and methods for **tracking** viewing behavior of **advertisements** on home entertainment **systems**. A processing device associated with the home entertainment system determines that an advertisement is being... .. advertisement. The processing device generates viewing behavior information that identifies the advertisement and stores the **information** locally. The **information** is periodically **transmitted to** a central **clearinghouse** for storage and distribution to advertisers or other interested parties. The clearinghouse receives viewing behavior... ..**Claims:**determining whether a viewer is present when an advertisement is presented for display at the **entertainment** system, and for **tracking** behavior of the viewer that is **present** in relation to an **advertisement** displayed on the home entertainment system, the method comprising:storing, at the home entertainment system...

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 11/3,K/11 (Item 8 from file: 350)  
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0012478906 *Drawing available*  
 WPI Acc no: 2002-425742/**200245**  
 XRPX Acc No: N2002-334797

**A method of monitoring usage of a set top box for real-time audience participation measurement includes a user input component sending data to a content server and to an audience tracker server via an interaction monitor component**

Patent Assignee: DRAKE E (DRAK-I); LONG X (LONG-I); MYRIO CORP (MYRI-N); VRUDHULA P (VRUD-I)

Inventor: DRAKE E; LONG X; PETROSKE J; VRUDHULA P; ZHOU T

Patent Family ( 6 patents, 94 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2002019717	A2	20020307	WO 2001US27344	A	20010831	200245	B
US 20020078441	A1	20020620	US 2000229631	P	20000831	200247	E
			US 2001945350	A	20010831		
AU 200188670	A	20020313	AU 200188670	A	20010831	200249	E
AU 2001288670	A8	20050922	AU 2001288670	A	20010831	200570	E
US 20070294740	A1	20071220	US 2000229631	P	20000831	200802	E
			US 2001945350	A	20010831		
			US 2007894416	A	20070821		
US 7363643	B2	20080422	US 2000229631	P	20000831	200832	E
			US 2001945350	A	20010831		

Priority Applications (no., kind, date): US 2000229631 P 20000831; US 2001945350 A 20010831; US 2007894416 A 20070821

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
WO 2002019717	A2	EN	63	14	
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI				

	SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW					
Regional Designated States, Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW					
US 20020078441	A1	EN			Related to Provisional	US 2000229631
AU 200188670	A	EN			Based on OPI patent	WO 2002019717
AU 2001288670	A8	EN			Based on OPI patent	WO 2002019717
US 20070294740	A1	EN			Related to Provisional	US 2000229631
					Division of application	US 2001945350
US 7363643	B2	EN			Related to Provisional	US 2000229631

**A method of monitoring usage of a set top box for real-time audience participation measurement includes a user input component sending data to a content server and to an audience tracker server via an interaction monitor component Alerting**

**Abstract** ...NOVELTY - Enhanced **set top** boxes (STBs) (160) connected to televisions (174) are each provided with a User Input (UI) component (165... ...an interaction monitor component (167) and to a content server (105). The interaction monitor component **sends** real-time **information** to an Audience Tracker Server (150) that **forwards** the **information** to an Audience Interaction Event Database (155). A **STB** power-down notifier signal may also be sent. ... for providing viewer information and methods and computer-readable media for selecting content to be **sent** to a **number** of television viewers, for detecting unauthorized viewing, for determining the popularity of content, and for... ... USE - The method of monitoring usage of a **set top** box is used for real-time audience participation measurement... ... 160 **Set top** box (STB) Original Publication Data by AuthorityArgentina**Publication No.** ...**Original Abstracts:**content-related service enhancements, is described. In some situations, real-time information is collected about **Set-Top** Boxes that allow viewers to receive various types of content (e.g., video broadcasts such... ... modifications or content-related service enhancements. In some situations, real-time information is collected about **Set-Top** Boxes that allow viewers to receive various types of content (e.g., video broadcasts such... ... modifications or content-related service enhancement. In some situations, real-time information is collected about **Set-Top** boxes that allow viewers to receive various types of content (e.g., video broadcasts such... ... content-related services enhancements, is described. In some situations, real-time informations is collected about **Set-Top** Boxes that allow viewers to receive various types of content (e.g., video broadcasts, media... **Claims:**What is claimed is:**1.** A method in a **Set-Top** Box that assists in presenting content to one or more viewers, the method for providing... ... the event message identifying the type of the detected interaction and an indication of the **Set-Top** Box... ... What is claimed is:**1.** A method comprising: at a **Set-Top** Box, monitoring received input from one or more viewers, the **Set-Top** box comprising a temporary power backup, the **Set-Top** Box comprising a software component adapted to send an event notification responsive to a determination that the **Set-Top** Box is no longer receiving AC power; andin response to



detecting that the received... ... the event message identifying the type of the detected interaction and an indication of the **Set-Top Box** and receiving new digital content responsive to the event message... ... What is claimed is:1. A method comprising: at a server, the server adapted to **monitor** previous displays of a specified **advertisement** and analyze subsequent interaction events to determine a disapproval by advertisement viewers of the specified... ... viewers: receiving a plurality of event messages that are each sent from one of multiple **Set-Top Boxes** in response to an interaction with the one **Set-Top Box** by one or more viewers of a corresponding display device associated with the one **Set-Top Box**;identifying, from the event messages, viewers to whom digital content is currently being presented... Basic Derwent Week: **200245**

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0012395436 *Drawing available*  
 WPI Acc no: 2002-339116/**200237**  
 XRPX Acc No: N2002-266689

**Advertising apparatus for displaying adverts on television or computer uses set top box to deliver advertising to user when requested with monetary compensation paid to viewer to acknowledge their watching effort**

Patent Assignee: CHUNG S H (CHUN-I); MBYN INC (MBYN-N)

Inventor: CHUNG S H; YOO S G; YOO S G

Patent Family ( 3 patents, 92 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2002005166	A1	20020117	WO 2001KR1182	A	20010710	200237	B
AU 200169590	A	20020121	AU 200169590	A	20010710	200238	E
KR 2002006216	A	20020119	KR 200039727	A	20000711	200251	E

Priority Applications (no., kind, date): KR 200039727 A 20000711

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2002005166	A1	EN	46	10		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW					
Regional Designated States,Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW					
AU 200169590	A	EN			Based on OPI patent	WO 2002005166

**Advertising apparatus for displaying adverts on television or computer uses set top box to deliver advertising to user when requested with monetary compensation paid to viewer to...** Alerting Abstract ...NOVELTY - The apparatus includes an interfacing unit **sending** /receiving **data** to/from an advertising server through a network. An input

receiver receives a signal inputted... ...ADVANTAGE - Induces viewer to **watch advertising** content by providing them with financial reward for doing so thus providing advertiser with better... Original Publication Data by AuthorityArgentina**Publication No.** ...**Original Abstracts:**method. In this advertising method, advertising materials stored in a server are delivered to a **set top** box which **outputs advertising** contents, if requested, contained in the received advertising materials to a viewer through a displaying machine such as a television set. After outputting, the **set top** box checks **whether or** not a viewer actually **watches** the outputted **advertising contents** based on **if** there is an input from a viewer, and it allocates monetary compensation assigned to the... ... Basic Derwent Week: **200237**...

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0010080592 *Drawing available*  
 WPI Acc no: 2000-386985/**200033**  
 XRPX Acc No: N2000-289735

**Display interface device for television usage monitoring system, has controller connected to set top converter box, to generate information representing currently viewed channel**

Patent Assignee: ADCOM INFORMATION SERVICES INC (ADCO-N)

Inventor: JARRELL L L

Patent Family ( 6 patents, 20 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2000022824	A1	20000420	WO 1999US22391	A	19990927	200033	B
EP 1119971	A1	20010801	EP 1999949915	A	19990927	200144	E
			WO 1999US22391	A	19990927		
EP 1119971	B1	20030205	EP 1999949915	A	19990927	200318	E
			WO 1999US22391	A	19990927		
DE 69905268	E	20030313	DE 69905268	A	19990927	200326	E
			EP 1999949915	A	19990927		
			WO 1999US22391	A	19990927		
US 6567978	B1	20030520	US 1998169065	A	19981009	200336	E
US 6567978	C1	20060613	US 1998169065	A	19981009	200641	E

Priority Applications (no., kind, date): US 1998169065 A 19981009

Patent Details									
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes				
WO 2000022824	A1	EN	28	5					
Regional Designated States,Original	AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE								
EP 1119971	A1	EN			PCT Application		WO 1999US22391		
					Based on OPI patent		WO 2000022824		
Regional Designated States,Original	AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE								

EP 1119971	B1	EN			PCT Application	WO 1999US22391
					Based on OPI patent	WO 2000022824
Regional Designated States,Original	AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE					
DE 69905268	E	DE			Application	EP 1999949915
					PCT Application	WO 1999US22391
					Based on OPI patent	EP 1119971
					Based on OPI patent	WO 2000022824

**Display interface device for television usage monitoring system, has controller connected to set top converter box, to generate information representing currently viewed channel ...Original Titles:**TELEVISION AUDIENCE MONITORING SYSTEM AND METHOD EMPLOYING DISPLAY OF **CABLE CONVERTER BOX** ... ..TELEVISION AUDIENCE MONITORING SYSTEM AND METHOD EMPLOYING DISPLAY OF **CABLE CONVERTER BOX** ... ..Television audience monitoring system and method employing display of **cable** converter **box** ... ..TELEVISION AUDIENCE MONITORING SYSTEM AND METHOD EMPLOYING DISPLAY OF **CABLE CONVERTER BOX** **Alerting Abstract** ...NOVELTY - A **set top** converter box (16) has an electronic seven segment display, to indicate currently viewed channel. A... ..USE - For television audience **monitoring** system used for analyzing **advertising** income obtained through TV network... ..ADVANTAGE - Since the channel watched by viewer is determined precisely from **set top** converter box, channel information can be collected quickly... Original Publication Data by AuthorityArgentina**Publication No. Original Abstracts:** A display interface device and method for determining a currently tuned-to channel of a **set-top** converter box **having an** electronic display that indicates the currently tuned-to channel via seven-segment display elements in response to drive signals provided thereto by the **set-top** converter device. **The display** interface device includes an electrical connection to the electronic display and a controller. The controller... .. A display interface device and method for determining a currently tuned-to channel of a **set-top** converter box having an electronic display that **indicates the** currently tuned-to channel via seven-segment display elements in response to drive signals provided thereto by the **set-top** converter device. The display interface device includes **an electrical** connection to the electronic display and a controller. The controller receives the drive signals over... .. A display interface device and method for determining a currently tuned-to channel of a **set-top** converter box having an electronic display that indicates the currently tuned-to **channel via** seven-segment display elements in response to drive signals provided thereto by the **set-top** converter device. The display interface device includes an electrical connection to the **electronic display** and a controller. The controller receives the drive signals over the electrical connection and generates... ..**Claims:**A display interface device for use in determining a currently tuned-to channel of a **set-top** converter box having an electronic display, said electronic display indicating **said currently** tuned-to channel in response to

drive signals provided thereto by said **set-top** converter device, said display interface device comprising: an electrical connection **to said** electronic display, said electrical connection being adapted to communicate said drive signals; a controller, said... ... to said electronic display, wherein said controller receives and interprets said drive signals to generate **information** representative of said currently tuned-to channel... ... What is claimed is: 16. A method of determining a channel to which a **set-top** converter box is tuned using a display interface, said **set-top** converter comprising an electronic display that is driven by drive signals, said method comprising: receiving drive signals at said display interface; determining a channel **to which** said **set-top** converter box is tuned by sampling **said drive** signals; generating a coded representation of said determined channel; and outputting said coded representation. Basic Derwent Week: **200033**

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0009908630 *Drawing available*  
 WPI Acc no: 2000-207934/**200019**  
 XRPX Acc No: N2000-154966

**Selectively monitoring usage of broadcast receiver method e.g. for television viewership**

Patent Assignee: WINK COMMUNICATIONS INC (WINK-N)  
 Inventor: CHRISTOPHER; DEL SESTO E E; ERIC; MICHEL C J; PAQUETTE J J;  
 TIMOTHY; TRAVAILLE T V; YAANA

Patent Family ( 10 patents, 30 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
EP 977389	A2	20000202	EP 1999108472	A	19990430	200019	B
AU 199925013	A	19991111	AU 199925013	A	19990429	200019	E
CA 2270723	A1	19991030	CA 2270723	A	19990429	200019	E
JP 11355229	A	19991224	JP 1999125036	A	19990430	200019	E
CN 1241093	A	20000112	CN 1999107646	A	19990429	200022	E
US 6530082	B1	20030304	US 199871003	A	19980430	200320	E
AU 759883	B	20030501	AU 199925013	A	19990429	200339	E
EP 977389	B1	20070613	EP 1999108472	A	19990430	200741	E
DE 69936279	E	20070726	DE 69936279	A	19990430	200755	E
			EP 1999108472	A	19990430		
DE 69936279	T2	20080320	DE 69936279	A	19990430	200822	E
			EP 1999108472	A	19990430		

Priority Applications (no., kind, date): US 199871003 A 19980430; EP 1999108472 A 19990430

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
EP 977389	A2	EN	20	6		
Regional Designated States,Original	AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI					
CA 2270723	A1	EN				

JP 11355229	A	JA	58			
AU 759883	B	EN			Previously issued patent	AU 9925013
EP 977389	B1	EN				
Regional Designated States,Original	DE FR GB NL					
DE 69936279	E	DE			Application	EP 1999108472
					Based on OPI patent	EP 977389
DE 69936279	T2	DE			Application	EP 1999108472
					Based on OPI patent	EP 977389

**Alerting Abstract** ...ADVANTAGE - Allows broadcaster to accurately determine percentage of households with income over 50,000 that **watched** certain **commercial** broadcast fifteen minutes into single episode of particular situation comedy... Original Publication Data by AuthorityArgentina**Publication No. ...Original Abstracts:**inserted into the broadcast feed and delivered to a broadcast receiver such as a television **set-top** box. The broadcast receiver includes a processor, memory, and other hardware necessary to execute the... ... the volume was changed during the program, and the usage of interactive applications. The monitored **data** is **sent** in a response packet to a local data center at, for example, the cable headend... ... age, race, and income. Information about all of the subscribers is aggregated by the local **data** center and **transmitted** to a master **data** center. The master data center aggregates all of the received information, supplements it if possible... ... inserted into the broadcast feed and delivered to a broadcast receiver such as a television **set-top** box. The broadcast receiver includes a processor, memory, and other hardware necessary to execute the... ... the volume was changed during the program, and the usage of interactive applications. The monitored **data** is **sent** in a response packet to a local data center at, for example, the cable headend... ... age, race, and income. Information about all of the subscribers is aggregated by the local **data** center and **transmitted** to a master **data** center. The master data center aggregates all of the received information, supplements it if possible... Basic Derwent Week: **200019**



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0008841953 *Drawing available*  
 WPI Acc no: 1998-388530/**199833**  
 XRPX Acc No: N1998-302937

**Multiplexed data stream receiver for implementing interactive broadcast programs and commercials - enables user to choose selected one of displayed multi-media hot spots while user action causes corresponding commercial to be displayed by display device**

Patent Assignee: KONINK PHILIPS ELECTRONICS NV (PHIG); PHILIPS ELECTRONICS NORTH AMERICA CORP (PHIG); PHILIPS ELECTRONICS NV (PHIG); PHILIPS NORDEN AB (PHIG)

Inventor: BALAKRISHNAN M; VAIDYA P

Patent Family ( 10 patents, 22 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1998030025	A2	19980709	WO 1997IB1591	A	19971222	199833	B
EP 891672	A2	19990120	EP 1997947192	A	19971222	199908	E
			WO 1997IB1591	A	19971222		
CN 1216662	A	19990512	CN 1997193951	A	19971222	199937	E
JP 2000507075	W	20000606	WO 1997IB1591	A	19971222	200035	E
			JP 1998529149	A	19971222		
MX 199807015	A1	19990701	MX 19987015	A	19980828	200061	E
US 20010052135	A1	20011213	US 1996774767	A	19961230	200204	E
US 6473903	B2	20021029	US 1996774767	A	19961230	200274	E
CA 2247627	C	20050412	CA 2247627	A	19971222	200527	E
			WO 1997IB1591	A	19971222		
MX 224883	B	20041206	WO 1997IB1591	A	19971222	200561	E
			MX 19987015	A	19980828		
CN 1164110	C	20040825	CN 1997193951	A	19971222	200612	E

Priority Applications (no., kind, date): US 1996774767 A 19961230; WO 1997IB1591 A 19971222

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 1998030025	A2	EN	13	3		
National Designated States,Original	CA CN JP MX					
Regional Designated States,Original	AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE					
EP 891672	A2	EN			PCT Application	WO 1997IB1591
					Based on OPI patent	WO 1998030025
Regional Designated States,Original	DE FR GB					
JP 2000507075	W	JA	18		PCT Application	WO 1997IB1591
					Based on OPI patent	WO 1998030025
CA 2247627	C	EN			PCT Application	WO 1997IB1591
					Based on OPI patent	WO 1998030025
MX 224883	B	ES			PCT Application	WO 1997IB1591
					Based on OPI patent	WO 1998030025

Original Publication Data by AuthorityArgentina**Publication No. Original Abstracts:**A system for implementing an interactive broadcast program which includes a transmitter for **transmitting** a multiplexed **data stream** which includes **a** main program (M) and a plurality of different commercials (C1, C2,...) and a receiver (e... .. disclosed is a system for implementing an interactive broadcast program which includes a transmitter for **transmitting** a multiplexed **data stream** which includes **an** interactive main program comprised of a plurality of main program segments including at least a... .. and a receiver. The receiver (e.g., an analog television receiver equipped with a digital **set-top** box) includes **a display** device (e.g., a CRT), and facilities responsive to a user action for causing the... .. A system for implementing an interactive broadcast program which includes a transmitter for **transmitting** a multiplexed **data** stream which includes a main **program** and a **plurality** of different commercials, and a receiver (e.g., a digital television receiver) configured to receive... .. disclosed is a system for implementing an interactive broadcast program which includes a transmitter for **transmitting** a multiplexed **data** stream which includes an interactive **main** program comprised of a plurality of main program segments including at least a first main program segment and... .. and a receiver. The receiver (e.g., an analog television receiver equipped with a digital **set-top** box) includes a display device (e.g., **a CRT**), and facilities responsive to a user action for causing the display device to branch to... .. A system for implementing an interactive broadcast program which includes a transmitter for **transmitting** a multiplexed **data** stream which includes a main program and a plurality of **different** commercials, and **a** receiver (e.g., a digital television receiver) configured to receive the multiplexed data stream. The... .. disclosed is a system for implementing an interactive

broadcast program which includes a transmitter for **transmitting** a multiplexed **data** stream which includes an interactive main program comprised of a **plurality** of main **program** segments including at least a first main program segment and a plurality of different second... .. and a receiver. The receiver (e.g., an analog television receiver equipped with a digital **set-top** box) includes a display device (e.g., a CRT), and facilities responsive **to a** user action for causing the display device to branch to a selected one of the... .. A system for implementing an interactive broadcast program which includes a transmitter for **transmitting** a multiplexed **data** stream which includes a main program (M) and a plurality of different commercials (C1, C2,...) **and** a receiver (e.g., a digital television receiver) configured to receive the multiplexed data stream. The receiver includes... .. to a user action for causing the display device to display a selected one of **the** plurality of different **commercials** during a commercial interruption in the main program. Also disclosed is a system for implementing an interactive broadcast program which includes a transmitter for **transmitting** a multiplexed **data** stream which includes an interactive main program comprised of a plurality of main program segments **including** at least **a** first main program segment and a plurality of different second main program segments, and a receiver. The receiver (e.g., an analog television receiver equipped with a digital **set-top** box) includes a display device (e.g., a CRT), and facilities responsive to a user action for **causing the** display device to branch to a selected one of the plurality of different second main... Basic Derwent Week: **199833**

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 19/3,K/2 (Item 2 from file: 350)  
 DIALOG(R)File 350: Derwent WPIX  
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0017080958 *Drawing available*  
 WPI Acc no: 2007-795915/200774  
 XRPX Acc No: N2007-631798

**Delivering method of advertisement to user used in mobile terminal e.g. mobile phone and portable communication device e.g. MPEG player via communication network involves browsing advertisement via display of portable communication device**

Patent Assignee: CHEN S R (CHEN-I); CHIANG K C (CHIA-I); CHIANG K (CHIA-I); SHU R (SHUR-I)

Inventor: CHEN S R; CHIANG K C; CHIANG K; SHU R

Patent Family ( 2 patents, 2 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20070226061	A1	20070927	US 2000731564	A	20001206	200774	B
			US 2007700138	A	20070131		
TW 200833080	A	20080801	TW 2007115758	A	20070503	200925	E

Priority Applications (no., kind, date): US 2000731564 A 20001206; US 2007700138 A 20070131

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20070226061	A1	EN	12	7	C-I-P of application	US 2000731564
TW 200833080	A	ZH				

**Alerting Abstract ... ADVANTAGE** - Enables advertiser to **transmit information** without time and space limitation, thus improving advertisement efficiency and effects. Allows advertiser or service... Original Publication Data by AuthorityArgentina**Publication No. ...Original Abstracts:**to the service system, followed by delivering the advertisement by the service system to a **mobile** phone of a user through **mobile** phone communication network. The user determines to browse the **advertisement** or not. The user **watches** and brows the **advertisement** via the display of the **mobile** phone... ... to the service system, followed by delivering the advertisement by the service system to a **mobile** phone of a user through **mobile** phone communication network. The user determines to browse the **advertisement** or not. The user **watches** and brows the **advertisement** via the display of the **mobile** phone. Basic Derwent Week:



Dialog eLink: Order File History  
 19/3,K/11 (Item 11 from file: 350)  
 DIALOG(R)File 350: Derwent WPIX  
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0013575957 *Drawing available*  
 WPI Acc no: 2003-670473/**200363**  
 XRPX Acc No: N2003-535314

**Intelligent advertisement system, has advertisement medium configured to output real time advertisements by collecting major interests of users within advertising region**

Patent Assignee: LG ELECTRONICS INC (GLDS)  
 Inventor: KANG D; KANG D U; KANG D W

Patent Family ( 3 patents, 2 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20030115098	A1	20030619	US 2002207954	A	20020731	200363	B
KR 2003049538	A	20030625	KR 200179764	A	20011215	200373	E
KR 451185	B	20041002	KR 200179764	A	20011215	200511	E

Priority Applications (no., kind, date): KR 200179764 A 20011215

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 20030115098	A1	EN	10	4	
KR 451185	B	KO			Previously issued patent KR 2003049538

**Alerting Abstract** ...to the information of the users, controlled by a processing unit (150). Mobile communication terminals **transmit** the **information** from the users. The advertisements in a region is based on priority determined by collecting... Original Publication Data by AuthorityArgentina**Publication No. ...Original Abstracts:**users to an advertisement medium within a pertinent region. The intelligent advertisement system includes a **mobile** communication terminal for **inputting** and **transmitting** personal **information** including **major** interests of a user and tracked by GPS (global **positioning** system) satellites, an **advertisement** processing unit for collecting the personal **information transmitted** from the **mobile communication** terminal and **controlling** an output of advertisements according to priority, and an advertisement medium for outputting advertisements related... Basic Derwent Week: **200363**

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19/3,K/12 (Item 12 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
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0013491747 *Drawing available*  
WPI Acc no: 2003-584052/**200355**  
**Advertisement method using ARS quiz**  
Patent Assignee: KIM J H (KIMJ-I)  
Inventor: KIM J H

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2003028700	A	20030410	KR 200223333	A	20020429	200355	B

Priority Applications (no., kind, date): KR 200223333 A 20020429

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
KR 2003028700	A	KO	1	10	

**Alerting Abstract** ...the next advertisement time for notification of a winner are outputted during the quiz event **commercial**(S102). Upon **watching** the quiz **advertisement**, the viewer applies for the vent quiz by using a phone or a **mobile** phone(S104). The applicant makes a phone call with the ARS application phone number notified... ..response is requested from a pertinent PBX through a PSTN according to the selected phone **number** and the PBX **transfers** an automatic announcement message through an ARS if the phone number is an ARS application... .. Basic Derwent Week: **200355...**

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19/3,K/13 (Item 13 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
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0013491744 *Drawing available*  
WPI Acc no: 2003-584049/**200355**

**Advertising system using mobile communication terminal and method thereof**

Patent Assignee: LEE W H (LEEW-I)

Inventor: LEE W H

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2003028287	A	20030408	KR 200160340	A	20010928	200355	B

Priority Applications (no., kind, date): KR 200160340 A 20010928

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
KR 2003028287	A	KO	1	10	

**Alerting Abstract** ...a mobile communication terminal and a method are provided to enable a user to use **mobile** services with free charge by listening or **watching advertisements** and supply differentiated **advertisements** by ages, thereby enhancing an advertisement effect. ...the terminals(P1-Pn) for performing a telephone call to terminals. The base station(1) **transmits information** on a **number**(D1) of a sender together with advertisement data(D2) according to a request of a... ... Basic Derwent Week: **200355**...



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19/3,K/15 (Item 15 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
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0013204870 *Drawing available*  
WPI Acc no: 2003-289131/**200328**  
XRPX Acc No: N2003-229955

**Event information updating method for electronic advertising, involves matching advertisements with identified events of interest and transmitting along with events filtered within threshold radius**

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)

Inventor: FORD D A; KRAFT R; PASS N J

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20030018521	A1	20030123	US 2001905885	A	20010717	200328	B

Priority Applications (no., kind, date): US 2001905885 A 20010717

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 20030018521	A1	EN	13	5	

Original Publication Data by AuthorityArgentina**Publication No. Original**  
**Abstracts:**Internet technologies, location tracking systems, and **wireless handheld devices** are **integrated to target advertisement** content to users based upon their interest in events in particular locations. Thus, advertisements are...  
**Claims:**based upon received new event information, said method further matching advertisements to said updated event **information**, and **transmitting** said **updated event information** and matched advertisements **to** one or more subscribers, said method comprising the steps of:a. receiving current physical location... Basic Derwent Week: **200328**

**Dialog eLink:** [Order File History](#)  
 19/3,K/16 (Item 16 from file: 350)  
 DIALOG(R)File 350: Derwent WPIX  
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0013061217 *Drawing available*  
 WPI Acc no: 2003-141102/**200313**  
 XRPX Acc No: N2003-112027

**Method of providing real-time customized advertising material on a mobile telephone by tracking the telephone and transmitting advertising to the telephone on the basis of its location and an analysis of information about its user**  
 Patent Assignee: BSTECH CO LTD (BSTE-N); HIDEA SOLUTIONS CO LTD (HIDE-N)  
 Inventor: LEE S; LEE S Y

Patent Family ( 4 patents, 98 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2003005267	A1	20030116	WO 2002KR1222	A	20020627	200313	B
KR 2003002385	A	20030109	KR 200137966	A	20010629	200333	E
AU 2002345390	A1	20030121	AU 2002345390	A	20020627	200452	E
KR 810995	B1	20080311	KR 200137966	A	20010629	200865	E

Priority Applications (no., kind, date): KR 200137966 A 20010629

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2003005267	A1	EN	28	4		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW					
Regional Designated States,Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW					
AU 2002345390	A1	EN			Based on OPI patent	WO 2003005267
KR 810995	B1	KO			Previously issued patent	KR 2003002385

**Method of providing real-time customized advertising material on a mobile telephone by tracking the telephone and transmitting advertising to the telephone on the basis of its location and an analysis of information about...** Original

Publication Data by Authority Argentina **Publication No. ...Claims:**communications service subscription and information of the obtained step: consumer is obtained the specific location **information** is **transmitted** from the computer system of the mobile telecom company through the communications network it presumes... ... Basic Derwent Week: **200313...**

**Dialog eLink:** [Order File History](#)  
19/3,K/18 (Item 18 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
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0012712405 *Drawing available*  
WPI Acc no: 2002-564073/**200260**  
**Advertising method using mobile terminals**  
Patent Assignee: HUR M (HURM-I)  
Inventor: HUR M

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2002016203	A	20020304	KR 200049377	A	20000824	200260	B

Priority Applications (no., kind, date): KR 200049377 A 20000824

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
KR 2002016203	A	KO	1	10	

**Alerting Abstract** ...S10). Then the service provider constructs a service system, working together with the database and **transmitting information** to mobile terminals(S20). The service system carries out membership registration and authentication for users... ...provided from an advertisement agent, to an authenticated user and displays the advertisement on his **mobile** terminal(S50). The service system transmits the cost for his **watching** of the **advertisement** to his **mobile** terminal and displays it. The user makes a free call according to the cost of... ... Basic Derwent Week: **200260**...

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19/3,K/19 (Item 19 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
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0012712283 *Drawing available*  
WPI Acc no: 2002-563951/**200260**

**Method for providing advertisement before telephone conversation using mobile terminal**

Patent Assignee: VIRON LTD (VIRO-N)  
Inventor: HWANG C H

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2002015923	A	20020302	KR 200049069	A	20000823	200260	B

Priority Applications (no., kind, date): KR 200049069 A 20000823

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
KR 2002015923	A	KO	1	10	

**Alerting Abstract** DESCRIPTION - If a user inputs a telephone **number** and pushes the **SEND** button, a base station judges whether the user is a user to receive advertisement data... ..user's mobile terminal starts to download advertisement data from the base station(S3). The **mobile** terminal decodes the downloaded advertisement **data** and **sends** the decoded **data** to the LCD so that the contents of the **advertisement** can be displayed. The user **watches** the **advertisement** until a telephone call with the other side is connected(S4). If the telephone call is connected(S5), the **mobile** terminal stops displaying the advertisement data and outputs a call start message and a dial... .. Basic Derwent Week: **200260**...

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 19/3,K/29 (Item 29 from file: 350)  
 DIALOG(R)File 350: Derwent WPIX  
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0006873421 *Drawing available*  
 WPI Acc no: 1994-264411/**199432**  
 XRPX Acc No: N1994-207998

**Audience attention monitor for TV or radio transmission - transmits data on channel and time from store via cellular telephone module**  
 Patent Assignee: KIEFL J B (KIEF-I); MILTON A D (MILT-I)  
 Inventor: KIEFL J B; MILTON A D

Patent Family ( 2 patents, 27 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1994017609	A1	19940804	WO 1993CA12	A	19930119	199432	B
AU 199333411	A	19940815	AU 199333411	A	19930119	199444	E
			WO 1993CA12	A	19930119		

Priority Applications (no., kind, date): WO 1993CA12 A 19930119

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 1994017609	A1	EN	42	9		
National Designated States,Original	AT AU BR CA CH CZ DE DK ES FI GB JP LU NL NO NZ PT SE SK UA US					
Regional Designated States,Original	AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE					
AU 199333411	A	EN			PCT Application	WO 1993CA12
					Based on OPI patent	WO 1994017609

**...transmits data on channel and time from store via cellular telephone module**  
 Original Publication Data by AuthorityArgentina**Publication No. ...Original**  
**Abstracts:**listeners, to enable operators of networks or television stations, programmers and advertisers to determine the **numbers** of viewers **watching** particular programs, a portable personal data collection **device** (16, 17, 18) comprises a detector (21, 43) for providing a station identifier identifying the... ... that station.The control is arranged to control operation of the cellular telephone module to **transmit** the stored **data** to the

central **location**. The control may respond firstly to a time signal representing a preselected time for operating... ... call the central location and secondly to communication being established with the central location before **transmitting** the **data**. Additionally, **or** alternatively, **the** control may respond to a call initiated from the central location to **transmit** the **data**. The **data** collection **device** may **include** a detector (21) for detecting a channel selection signal from a television remote control to... ... Basic Derwent Week: **199432**...